



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

# CONTRACT

<u>Contract / Revision</u>		<u>Alt Order #</u>
498037 /		06366878
<u>Product</u>		
<b>HORSFORD- DCCC</b>		
<u>Contract Dates</u>	<u>Estimate #</u>	
10/12/12 - 10/18/12	2011	
<u>Advertiser</u>	<u>Original Date / Revision</u>	
Horsford DCCC	10/09/12 / 10/18/12	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
KVVU	Teresa Difuria	TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
	143	149
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Greer Margolis Mitchell Burns, Inc (GMMB)**  
**3050 K St NW**  
**Washington, DC 20007**

<u>*Line</u>	<u>Ch</u>	<u>Start Date</u>	<u>End Date</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Days</u>	<u>Length</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Type</u>	<u>Spots</u>	<u>Amount</u>
N 1	KVVU	10/12/12	10/18/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	\$4,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week: 10/12/12		10/18/12		MTWTF--	2				\$2,150.00			
N 2	KVVU	10/12/12	10/18/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	2	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week: 10/12/12		10/18/12		MTWTF--	2				\$1,950.00			
N 3	KVVU	10/12/12	10/18/12	Katie Couric	2-3p		:30			NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week: 10/12/12		10/18/12		MTWTF--	2				\$425.00			
N 4	KVVU	10/12/12	10/18/12	The Dr.Oz Show	4-5p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week: 10/12/12		10/18/12		MTWTF--	1				\$500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	KVVU	10/12/12-10/18/12		The Dr.Oz Show	4-5p	MTuWThF----	:30		\$500.00	NM		
<i>Credited</i>												
N 5	KVVU	10/12/12	10/18/12	Fox 5 News at 5	5-530p		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week: 10/12/12		10/18/12		MTWTF--	2				\$950.00			
N 6	KVVU	10/12/12	10/18/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	2	\$2,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week: 10/12/12		10/18/12		MTWTF--	2				\$1,025.00			
N 7	KVVU	10/12/12	10/18/12	Fox 5 News at 6pm	M-F 6-630pm		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week: 10/12/12		10/18/12		MTWTF--	2				\$525.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	KVVU	10/12/12-10/18/12		Fox 5 News at 6pm	M-F 6-630pm	MTuWThF----	:30		\$525.00	NM		
<i>Credited</i>												
N 8	KVVU	10/12/12	10/18/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week: 10/12/12		10/18/12		MTWTF--	2				\$725.00			
N 9	KVVU	10/12/12	10/18/12	MORE Access	630-7pm		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week: 10/12/12		10/18/12		MTWTF--	1				\$650.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**KVVU-TV**  
25-TV 5 Drive  
Henderson, NV 89014  
(702)435-5555

Contract / Revision 498037 /	Alt Order # 06366878	
Contract Dates 10/12/12 - 10/18/12	Product HORSFORD- DCCC	Estimate # 2011
<b>Advertiser</b> Horsford DCCC		<b>Original Date / Revision</b> 10/09/12 / 10/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week							
		Start Date	End Date	Weekdays	Spots/Week	Rate						
N 10	KVVU	10/12/12	10/18/12	Extra	M-F 7-730p		:30			NM	1	\$950.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
		Week: 10/12/12	10/18/12	MTWTF--	2	\$950.00						
		Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type		
		2	KVVU	10/12/12-10/18/12	Extra	M-F 7-730p	MTuWThF----	:30	\$950.00	NM		
		Credited										
N 11	KVVU	10/12/12	10/18/12	Fox 5 News AM	M-F 7a-9a		:30			NM	2	\$1,400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
		Week: 10/12/12	10/18/12	MTWTF--	2	\$700.00						
N 12	KVVU	10/12/12	10/18/12	TMZ	730-8p		:30			NM	1	\$1,350.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
		Week: 10/12/12	10/18/12	MTWTF--	2	\$1,350.00						
		Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type		
		1	KVVU	10/12/12-10/18/12	TMZ	730-8p	MTuWThF----	:30	\$1,350.00	NM		
		Credited										
N 13	KVVU	10/12/12	10/18/12	More M-F 9-10a	M-F 9a-10a		:30			NM	3	\$825.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
		Week: 10/12/12	10/18/12	MTWTF--	3	\$275.00						
N 14	KVVU	10/12/12	10/18/12	BB League Championships	1pm-8pm		:30			NM	2	\$6,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
		Week: 10/12/12	10/18/12	M-WT--S	2	\$3,250.00						
N 15	KVVU	10/14/12	10/14/12	NFL Late Game	NFL Late Game		:30			NM	1	\$11,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
		Week: 10/08/12	10/14/12	-----1	1	\$11,500.00						
N 16	KVVU	10/14/12	10/14/12	NFL Early Game	NFL Early Game		:30			NM	1	\$7,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
		Week: 10/08/12	10/14/12	-----1	1	\$7,500.00						

Totals

25 \$45,650.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/18/12	25	\$45,650.00	\$38,802.50
<b>Totals</b>	<b>25</b>	<b>\$45,650.00</b>	<b>\$38,802.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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REP HEADLINE# 6366878 TRF# 498037  
\$\$ MOD# O: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100  
ORDER WORKSHEET

FAX# 610-225-1191  
HARRIS REPORT FROM REP

PROGRAM : MORE ACCESS  
CON COM1 : MORE ACCESS  
CREDIT TAKEN FOR 1 SPC

PROGRAM : MORE ACCESS  
CON COMI : MORE ACCESS  
CREDIT TAKEN FOR 1 SPOT(S) MISSED OCT12

CREDIT TAKEN FOR 1 SPOT(S) MISSED OCT12

PROGRAM : EXTRA	ES 700P-730P	30	\$950.00
CON CON : FMPN			

F, M-TH 10/18 10/12

1

CREDIT TAKEN FOR 1 SPOT(S) MISSED OCT 12  
12 ES 730P-800P 30 \$

10/12 10/18 1  
00

E, M-TH

T

CON COMI: 11MZ CREDIT TAKEN FOR 1 SPOT(S) MISSED OCT12  
STATION MAKEGOOD OFFERS: MISSED:F,M-TH/6000P-630P  
M2 OK'D BUY#7

OCT12  
30S \$525.00 (OCT18/12)

BUY#12 F, M-TH/730P-800P OCT12 30S \$1,350.00  
 BUY#17 F, M-TH/400P-500P OCT12 30S \$500.00  
 OFFER: NONE  
 CMT: SPOTS N/A DUE TO BASEBALL RAN LONG ON WED 10/17. FLIGHT ENDED PLZ  
 CMT: CREDIT.

OCT/12 45650 - 00

CONTRACT TOTAL SPOTS 45650.00  
TOTAL 25

45650.00  
25

MARKET TOTALS \$204,104 KVUU 24% KSNV 20% KLAS 23% KTNV 21% KVMY 9% KVCW 3% CABL 0%

KTNV 21% KVMY 9% KVCW 3% CABL 0%

SVC- NSI  
DEMOs - RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES I-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE